

PLANNING COMMISSION REPORT



MEETING DATE: November 10, 2004

ITEM No. _____

GOAL: Coordinate Planning to Balance Infrastructure

SUBJECT

Sign Ordinance Text Amendment 6-TA-2004

REQUEST

Consideration of a text amendment to Article VIII, Sign Requirements of the City of Scottsdale Zoning Ordinance (Ord. 455), prohibiting the posting of any signs in public right-of-way other than for safety, traffic management, street name or other signs erected by a government entity.

BACKGROUND

History:

Since the adoption of the City sign ordinance in 1969, thirteen amendments have been processed, the last amendment being approved in June 2003.

In December 2002, a text amendment relating to various sign regulations including campaign signs was initiated and public involvement meetings were conducted. Text amendment, 7-TA-2002, which included language further restricting allowable square footage of political signs from 48 square feet to 16 square feet, was drafted and presented to Planning Commission in May 2003. The text amendment was brought to City Council in June 2003 with a recommendation for approval by the Planning Commission, and approved by that body as amended on the record.

This proposed text amendment has been requested and subsequently initiated by a majority of City Council members. The City's existing sign ordinance currently allows campaign signs in the public right-of-way by encroachment permit only, monitored by the City of Scottsdale Code Enforcement Division. Political signs, considered temporary signs under the ordinance, are limited to a maximum display period of 120 days with other limitations on size and height. Under the existing ordinance, there are no limitations on the maximum number of signs allowed per candidate or ballot issue. Political signs are the only type of temporary sign currently permitted in public right-of-way; other commercial and non-commercial signs such as off-premise, open-house directional signs are explicitly prohibited from posting in right-of-ways.

APPLICANT'S PROPOSAL

Goal/Purpose of Request.

This text amendment supports the City's existing sign ordinance in protecting the general health, safety and welfare of the community. One of the stated goals of the ordinance is to protect pedestrians and motorists from damage or injury caused by, or attributed to, the distractions and obstructions caused by improperly situated signs.

Further, the City has pledged to enhance, protect and maintain the physical and natural beauty and unique character of the community. Staff believes the positive effects of excluding *all* temporary commercial and non-commercial signage allowed in public right-of-ways promotes the City's pledge of a fair and uniformly balanced sign program for the residents, businesses and visitors of Scottsdale.

Key Issues.

Staff recognizes that signs are an important and necessary means of communication, when properly regulated. The sign ordinance represents the City's pledge to allow attractive signage, facilitate traffic safety, promote commerce, and to comprehensively address community aesthetic concerns about visual clutter and visual blight in the environment. This proposed text amendment to prohibit all temporary signage within public right-of-way uniformly supports the concept of regulating signage while still providing adequate opportunities for display of all types of commercial and non-commercial messages.

Issues identified at this time center on changes that will be required to current definitions, encroachment permitting procedures, and ensuring that public information signs are unaffected by this proposed text amendment. Specifically, the amendment addresses:

- *Prohibition on allowing temporary signs, including campaign signs, in public right-of-way.*
- *Revising definitions of "banners, public information" to clarify the intent of communicating information from the City about public events, promotions, etc. or other City information of general interest to the community.*
- *Elimination of "encroachment permits" and authority to construct signs in public right-of-ways.*
- *Authorizing only a governmental entity or the City of Scottsdale to erect signs in the public right-of-way.*

IMPACT ANALYSIS**Community Involvement**

Planning and Development Services conducted one open-house meeting prior to the scheduled hearings. The nine members from the community in attendance at the open-house held on October 28, 2004 generally expressed support of the proposed text amendment, citing community safety, aesthetics and civic pride as the positive aspects of such an amendment. Concerns were also expressed regarding the impacts to the City associated with costs for implementation, enforcement and overlap with regulating this type of signage on private property.

Community Impact.

The existing City of Scottsdale sign ordinance has generally been successful in establishing and maintaining a fair and comprehensive system for the regulation of all advertising.

Intended to also protect the public from damage and injury, which can be caused by faulty, uncontrolled signage within the community, the ordinance has been a successful tool.

Citizen involvement and periodic review by the City have kept the ordinance healthy, as well as responding to changes in demographics, as Scottsdale continues to define its vitality.

This text amendment proposal is timely in light of the general election that has just occurred. The public perception and awareness has intensified with the mounting proliferation of political campaign signs along City roadways and intersections. The City of Scottsdale has responded to permitting and complaints through the Code Enforcement powers granted under Section VIII of the Code. This proposed amendment would provide an opportunity to update the current ordinance and community concerns, as well as being consistent with many other communities throughout the country, in the treatment of signage within public rights-of-way.

Alternative Approaches.

In addition to the discussion regarding campaign signs in public right-of-way, the citizens in attendance at the October 28, 2004 open-house also voiced concerns over the existing allowances for temporary signs on private property, suggesting revisions to number, location, size and duration of display for said signage.

An alternative to an outright prohibition of temporary campaign signs in the public right-of-way, would be more restrictive performance standards, further restricting location, size and duration for display. Future considerations may also be given to temporary signage allowances on private property.

Time Table.

This item is scheduled to be heard by the City Council at their regularly scheduled meeting on December 6, 2004.

OPTIONS AND STAFF
RECOMMENDATION

Description of Option A:

Planning Commission could elect to recommend approval of this text amendment as presented by staff.

Description of Option B:

Planning Commission could elect to recommend approval of this text amendment with modifications.

Description of Option C:

Planning Commission could elect to recommend disapproval of this text amendment.

Recommended Approach:

Staff recommends approval of **Option A** contained herein as attachment 1.

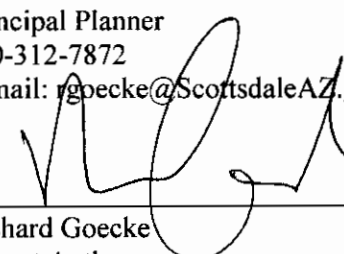
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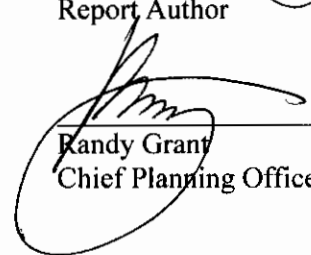
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ATTACHMENTS

- 1 Text summary.
 - 2 Proposed text amendment.
 - 3 Citizen involvement report
 - 4 Citizen letters in support of the initiative
- Please refer to this link to review Section VIII in its entirety as it currently exists: <http://www.scottsdaleaz.gov/codes/Signs/SignOrdinanceUpdate.asp>

SUMMARY OF SECTIONS WITHIN ARTICLE VIII AFFECTED BY PROPOSED TEXT
AMENDMENT 6-TA-2004

Section 8.102 (Requirement of conformity)

Language added to identify traffic management, street name, safety and other signs erected by a governmental entity as the only signage permitted in public right-of-way.

Section 8.200 (Definitions)

The definition for “Banner, public information” has been expanded to articulate the City’s intent of conveying information about civic events to the public via this type of signage.

Section 8.302 (Sign Programs)

Reference to obtaining encroachment permit(s) has been removed.

Section 8.312 (Location Requirement)

1) Criterion for construction in public right-of-way has been revised to include allowances for detour signs, traffic re-direction signs, etc., 2) encroachment permit language permitting signs within the right-of-way has been removed.

Section 8.501 (Unspecified Uses)

Allowances for signs in public right-of-way in the Downtown District has been removed.

Section 8.540 (Special Developments)

Special Event Banner definition has been revised to include said type of temporary signage within, or over, public right-of-ways.

Section 8.600 (Temporary and Semi-Permanent Signs Allowed)

Removal of existing language permitting temporary signs within right-of-ways by encroachment permits.

Section 8.607 (Political Signs)

Removal of existing language permitting political signs within right-of-ways through encroachment permits.

ARTICLE VIII. SIGN REQUIREMENTS*

EDITOR'S NOTE: Proposed additions to the ordinance are represented in **BOLD LETTERS**; proposed deletions to the ordinance are represented by ~~text strikethrough~~.

Sec. 8.100. ADMINISTRATION.

Sec. 8.102. Requirement of conformity.

(a) No sign, for which a permit **OR STICKER** is issued after the effective date of this ordinance, may be placed or maintained in the city except as provided herein. All signs maintained contrary to the provisions of this article are declared to be nuisances, and as such may be abated as provided by law.

(B) NO SIGN SHALL BE PLACED IN THE RIGHT-OF-WAY EXCEPT FOR TRAFFIC MANAGEMENT, SAFETY, STREET NAME, PUBLIC INFORMATION BANNER, OR OTHER SIGNS ERECTED BY A GOVERNMENTAL ENTITY.

Sec. 8.200. DEFINITIONS.

(Note: Graphics in definition section added with 7-TA-2002)

Abandoned sign. A sign located on a property or premises which is vacant and unoccupied for a period of three (3) months, or a sign which is damaged, in disrepair, or vandalized and not repaired within thirty (30) days of the date of the damaging event.

Airport. Those areas included within the perimeter fence of the Scottsdale Municipal Airport property.

Animation. The movement or the optical illusion of movement of any part of the sign structure, design or pictorial segment, including the movement of any illumination or the flashing or varying of light intensity; the automatic changing of all or any part of the facing of a sign; the movement of a sign set in motion by the atmosphere. Time and temperature devices shall be considered animated signs. Banners and flags shall be exempted from this definition.

Applicant. A person or entity who applies for a sign permit in accordance with the provisions of this ordinance.

Architectural sign. A sign incorporated into an architectural element such as an archway, fountain or sculptured garden which is integrated with, but subordinate to, the overall architectural element.

Area of sign. In the case of individual letters used as a sign, the area is ninety (90) percent of the area enclosed within the smallest regular geometric figure needed to completely encompass all letters, insignias or symbols of the sign, including horizontal spacings between letters, insignias or symbols, except as otherwise provided herein.

For signs other than individual letters, words, insignias or symbols, the area is the total area of the facing or the total area within the outer edge of any existing border of the sign.

GRAPHIC LINK: [Area of Sign](#)

Arterial (street). Those lengths of streets so classified on the City of Scottsdale's General Plan.

Automated teller machine directional sign. A traffic directional sign which is used to direct pedestrian or vehicular traffic on a parcel to the location of an automated teller machine.

Automated teller machine sign. Any sign located on or architecturally associated with the exterior face of an automated teller machine.

Awning sign. Signs which are placed on or integrated into fabric or other material canopies which are mounted on the exterior of a building.

Banner. A rectangular shape of fabric or other suitable material which is attached or suspended at two (2) ends or continuously across the long side. Attachment or suspension may be from buildings and/or poles.

Banner, decorative. A banner which contains no text.

Banner, public information. A banner which displays graphics, ~~and limited text regarding a special event.~~ **AND COMMUNICATES INFORMATION FROM THE CITY REGARDING EVENTS AT PUBLIC FACILITIES, CITY INFORMATION OF GENERAL INTEREST TO THE COMMUNITY, OR PUBLIC EVENTS SPONSORED OR ASSOCIATED IN WHOLE OR PART BY THE CITY.**

Building front foot. The maximum width of the projected building elevation measured on a straight line parallel to the street if the building is within one hundred and fifty (150) feet of the street and visible from the street or a straight line parallel to the face of the building which has the primary entrance. In the event that a building fronts on two (2) or more streets, the property owner shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area.

GRAPHIC LINK: [Building front foot](#)

Building identification. The name of a building or of a tenant or occupants occupying at least thirty (30) percent of the building or sixty (60) percent of the first floor, which is placed on the building, or on a freestanding sign.

Building wall. The individual sides of a building.

Business entrance identification. A sign adjacent to, or on the entrance door of, a business containing the business name and such other appropriate information as store hours and telephone numbers.

Business front foot. The lineal distance of the building space occupied by the particular business measured on a straight line parallel to the street. Where a business does not parallel a street, the front foot shall be measured along the exterior of the building space occupied by the particular business.

GRAPHIC LINK: [Business Front Foot](#)

Business name. The name by which a business is commonly recognized and used by the applicant. The applicant shall provide stationery or other supporting documents illustrating the use of the business name or verification of the official business license or tax name. Slogans or product information shall not be considered as the business name.

Cabinet. A three-dimensional structure which includes a frame, borders and sign panel face and may include internal lighting upon which the sign letters and logos are placed or etched, and is architecturally integrated with the building.

Change panel. A sign designed to permit immediate change of copy with language other than the name of the business.

Commercial district. A group or cluster of retail shops, offices or industrial buildings which share common parking, landscaping, and/or frontage, have a property owners association and have a name which is generally understood by the public to refer to the group or cluster.

Common building entrance. In a multitenant building, an entrance leading to a common lobby, atrium, patio and/or elevator foyer.

Community sign district. A group of businesses in a specified area in the city which have been organized into a coordinated group for the purpose of common signage and signage control.

Comprehensive sign program. A sign program submitted under the guidelines of a community sign district intended to encourage flexible signage opportunities which is greater than that allowed in underlying zoning district.

Contractor or subcontractor signs. The temporary signs which identify the contractor or subcontractor engaged in the construction, reconstruction or repair of a building or buildings on a lot or parcel of property.

Development sign. A sign used to identify an approved future development.

Directory sign. A sign which provides a listing of the names of businesses, activities, addresses, locations, uses or places within a building or complex of buildings for the purpose of identification only.

GRAPHIC LINK: [Directory Sign](#)

Entryway sign. A sign which is placed on the perimeter of a recorded subdivision, townhouse project, commercial district, master planned community, hotel, motel or guest ranch at a major street or driveway entrance to identify the name of the interior project. Such signs may flank both sides of the entrance and may include ground or landscape wall sign types.

Fascia. A parapet-type wall used as part of the face of a flat roofed building and projecting not more than six (6) feet from the building face immediately adjacent thereto. Such a wall shall enclose at least three (3) sides of the projecting flat roof and return to a parapet wall or the building.

GRAPHIC LINK: [Fascia](#)

Flag. A fabric sheet of square, rectangular or triangular shape which is mounted on a pole, cable or rope at one (1) end.

Flag, decorative. A flag which contains no text or graphics.

Freestanding sign. A sign that is not attached to any building.

Fuel change panel price sign. A sign used to identify the current price(s) of fuel as required by state law.

General manager. The city's planning and zoning general manager or designee.

Grand opening. The introduction, promotion or announcement of a new business, store, shopping center or office, or the announcement, introduction or promotion of an established business changing ownership. A business qualifies for a grand opening sign when it has been closed to the public for a period of thirty (30) days (as indicated on a new Scottsdale Business License).

Grand opening sign. A temporary banner sign which calls attention to the opening of a new business.

Ground level. The finished grade of the adjacent street curb or where there is no street curb, six (6) inches above street grade. In areas within the hillside district, ground level shall be the existing natural grade.

Ground sign. A freestanding sign that is architecturally integrated with the building with individually mounted letters and logos only. This sign shall be built with continuous background surface built from the ground up.

Height. The distance from ground level to the top of the sign structure.

Identification sign. A building wall, landscape wall, ground sign or temporary sign used to present the name of a major residential project, master planned community or master planned community information center.

Illegal sign. Any sign erected without first obtaining an approved sign permit, other than nonconforming signs.

Indirect lighting. A source of external illumination located away from the sign, which lights the sign, but which is itself not visible to persons viewing the sign from any street, sidewalk or adjacent property.

GRAPHIC LINK: [Indirect Lighting](#)

Individual letters. A cut-out or etched letter or logo which is individually placed on a landscape, screen wall, building wall or ground sign.

Information center. A facility in a master planned community which provides information, displays and guides for visitors in order to direct, to promote and sell projects within the master planned community.

Internal lighting. A source of illumination entirely within the sign which makes the contents of the sign visible at night by means of the light being transmitted through a translucent material but wherein the source of illumination is not visible.

Internal/indirect lighting. A source of illumination entirely within an individual letter, cabinet or structure which makes the sign visible at night by means of lighting the background upon which the individual letter is mounted. The letters are opaque, and thus are silhouetted against the background. The source of illumination is not visible.

Landscape wall sign. A freestanding sign architecturally integrated with the building, mounted on a screen or perimeter wall and having individual letters. The sign is mounted on, or to, a wall, pole or base which may or may not be an attachment or extension of a building wall.

Logo. A graphic symbol representing an activity, use or business. Permitted logos shall be registered trademarks or symbols commonly used by the applicant, and may include graphic designs in addition to lettering. Applicant shall provide stationery or other supporting documents illustrating use of logo.

Maintenance. The replacing or repairing of a part or portion of a sign necessitated by ordinary wear, tear or damage beyond the control of the owner or the reprinting of existing copy without changing the wording, composition or color of said copy.

Master planned community. A project of at least one hundred sixty (160) acres which is planned, developed or closely coordinated with a unified character and land use scheme, and having a master property owners association which includes all lands within the master planned community.

Master sign program. A specific set of design standards established for the purpose of unifying a variety of signs associated with a multi-tenant or multi-use building or complex of buildings.

Medical facilities. Major campuses or buildings which include public, private or research hospitals, nonprofit or research clinics, or emergency care centers.

Menu sign. A temporary sign used to inform the public of the list of dishes, foods or entrees available in a restaurant and may include the corresponding prices.

Mid-size monument sign. A free-standing cabinet or panel sign architecturally integrated with the project or building design mounted on, or within a base which is detached from any building which has a greater area and height than a monument sign and has less height than a tower sign.

Modifiers. A word describing uses and activities other than the business name.

Monument sign. A freestanding cabinet or panel sign mounted on, or within a base (above grade), which is detached from any building.

Multiple tenant commercial building. A commercial development in which there exists two or more separate commercial activities, in which there are appurtenant shared facilities (such as parking or pedestrian mall), and which is designed to provide a single area in which the public can obtain varied products and services. Distinguishing characteristics of a multiple tenant commercial building may, but need not, include common ownership of the real property upon which the center is located, common-wall construction, and multiple occupant commercial use of a single structure.

Nameplate. A small sign which identifies a resident's or home's name and address or the name of a farm, ranch or commercial stable. Such signs may be shingle, building wall, or archway-mounted signs.

Nonconforming sign. Any sign which is not allowed under this ordinance, but which, when first constructed, was legally allowed by the City of Scottsdale or the political subdivision then having the control and regulation over construction of signs.

Occupancy. A purpose for which a building, or part thereof, is used or intended to be used.

Off-premise sign. A sign which is located on property other than where a business is located, the product is sold, or the service is offered.

On-premise development sign. A development sign located on the property/parcel under development.

Outdoor type business. A business all or most of whose business is conducted, or items displayed, in an open area subject to the regulations of the Scottsdale zoning ordinance.

Panel. A two-dimensional visual background behind the sign letters and logos which is visually separated from the mounting upon which the sign letters and logos is placed by the presence of a border, different colors, different materials, or other technique of visual framing around the letters or logo.

Pan-formed letter. An individual letter which is three-dimensional and is constructed by means of a three-sided metal channel. The open side of the channel may face a wall or be faced with a translucent panel which is placed away from the wall.

Parapet wall. That portion of a building exterior wall projecting above the plate line of the building.

Permanent sign. Any sign which is intended to be lasting and is constructed from an enduring material such as masonry and metal which remains unchanged in position, character, and condition (beyond normal wear), and is permanently affixed to the ground, wall or building, provided the sign is listed as a permanent sign in the ordinance.

Plate line. The point at which any part of the main roof structure first touches or bears upon an external wall.

GRAPHIC LINK: [Plate Line](#)

Political signs. A sign pertaining to a candidate for public office, a governmental issue, political party, or relating to views about social, economic, or governmental relationships.

Projected building face. A calculation of the maximum lineal footage of the building front times the maximum height of the building.

Projected elevation area. The total area of the building face as projected to an imaginary plane parallel to the primary direction of the building face.

Public property. Unless otherwise expressly provided, public property means any and all real or personal property over which the city or other governmental entity has or may exercise control, whether or not the city owns the property in fee, and it includes, but is not limited to public buildings, public streets, alleys, sidewalks, rights-of-way and improved or unimproved land of any kind and all property appurtenant to it.

Required landscaping. The specific area (on site) to be landscaped at the base of the freestanding sign.

Residential entry sign. A sign that is placed at the entrance to a multifamily and duplex development, manufactured home park, or single-family development only in order to identify the name of the development.

Roof line. The highest point of the main roof structure or the highest point on a parapet but shall not include cupolas, pylons, projections or minor raised portions of the roof.

Sales, lease and rent signs. signs which indicate that a premises, building or vacant lot is currently for sale, lease or rent.

Scenic corridor. A specific, required landscape setback located along certain major streets, and identified in the city's General Plan.

Semi-permanent sign. A sign constructed of material more permanent than cloth, canvas, cardboard, or other like materials, but which is not constructed of permanent materials such as masonry or metal.

A semi-permanent sign is intended to be displayed for a period of time longer than that of a temporary sign and is displayed for a specified time.

Shingle sign. A sign suspended from a roof overhang of a covered porch or walkway which identifies the tenant of the adjoining space.

Sign. Any device for visual communication which is used or is intended to attract the attention of the public, when the display of this device is visible beyond the boundaries of the public or private property upon which the display is made.

The term "sign" shall not include any flag or badge or insignia of the United States, State of Arizona, Maricopa County, City of Scottsdale, or official historic plaques of any governmental jurisdiction or agency.

Sign budget. The total cumulative sign area for all types of signs allowed to a parcel or project.

Sign wall. Any surface (excluding windows) of a building within twenty-five (25) degrees vertical. Signs on a wall shall be limited to business identification and approved modifiers.

Special event. A promotional event such as, but is not limited to; bazaars, street fairs, shows, exhibitions, sporting events, runs, bicycling events, and block parties. This does not include sidewalk sales occurring on private property where merchandise normally sold indoors, and is transferred from indoor to outdoor for sale.

Sum total sign area. Aggregate area of all signs for any individual use (excluding traffic directional signs). In every event, computation of allowable sign area includes all existing signs on the premises, whether such signs be conforming or nonconforming unless specifically excepted by the terms of this ordinance.

Temporary sign. Any sign, banner, pennant or valance constructed of cloth, canvas, light fabric, cardboard, wallboard or other like materials. Any sign not permanently attached to the ground, wall or building, intended to be displayed for a short period of time only.

Tower sign. A freestanding cabinet or panel sign architecturally integrated with the building having a minimum height of ten (10) feet to the bottom of the sign. The sign base shall be constructed not to exceed fifty (50) percent of the open space beneath the cabinet or panel.

GRAPHIC LINK: [Tower Sign](#)

Traffic directional sign. Signs used at driveways to improve public safety and to enhance public access to the site from public streets. This sign provides information which will assist the operators of vehicles in the flow of traffic. Such signs may use names, logos, or symbols of buildings, businesses, activities, uses or places as a means of direction.

Type I district. That area classified in the downtown section of the City of Scottsdale's General Plan.

Window sign. Any poster, cut-out letters, painted text or graphics, or other text or visual presentation affixed to or placed behind a window pane which is placed to be read from the exterior of a building.

Sec. 8.302. Sign programs.

I. *Master sign program.*

A. The purpose of the master sign program is to provide design compatibility for all signs and to integrate the signs with the architectural features of the multi-tenant building or complex of buildings.

B. Submittal requirements: The property owner(s) or designated agent shall submit an application with a specific set of design standards, including but not limited to, letter and logo sizes, letter style, colors, texture, lighting methods, sign type and architectural features.

C. Upon approval of the master sign program by the development review board or designee, all signage contained within the limits of the property, regardless of ownership or tenancy, shall comply with the design standards established by the program.

II. *Community sign district.* The community sign district provides for a comprehensive sign program which is intended to encourage flexible signage opportunities which are greater than that of the underlying zoning district, but are appropriate to the character of the development, provide adequate identification and information, provide a good visual environment, promote traffic safety and are regulated to the extent necessary to be consistent with the purpose and intent of this sign ordinance as specified in Section 8.101.

A. Property owners may form a community sign district to propose and maintain a comprehensive sign program for additional signage as provided in this section. The comprehensive sign program established under this Section 8.302.II., may allow signage which in size and total sign budget exceeds the maximum otherwise allowed by no more than twenty (20) percent. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

1. A community sign district may be formed by petition of at least seventy-five (75) percent or more of the affected property owners in the district.

2. The Development Review Board may approve a comprehensive sign program in commercial centers, industrial centers, resorts, and hospitals with gross leasable areas in excess of three hundred thousand (300,000) square feet or planned districts fifteen (15) acres or greater.

3. The comprehensive sign program shall include a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs, and sign material.

4. A community sign district shall coordinate the preparation and submission of the comprehensive sign program and shall be responsible for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

B. The city may establish a comprehensive sign program for redevelopment areas and redevelopment sub-areas. The program shall consist of a complete set of standards, including but not limited to, letter size, style, colors, type(s) of sign, placement of signs, number of signs and sign material. In no event may the comprehensive sign program propose signage of a type that is otherwise prohibited by this ordinance.

1. The comprehensive sign program may include architectural signs in accordance with the following:

a. Such signs shall be installed at major entrances to the redevelopment district, or the redevelopment sub-area.

b. The text shall be limited to the overall identification of the redevelopment area or the redevelopment sub-area.

c. The maximum sign area for such sign shall be sixty (60) square feet.

d. The maximum height shall be twenty (20) feet.

e. The maximum number of signs per architectural element shall be one (1) sign.

f. The maximum letter height for each architectural sign shall be two (2) feet.

2. The comprehensive sign program may include banners in accordance with the following:

a. The banners shall identify the redevelopment area or the redevelopment sub-area.

b. The banners shall be of new material and may be permanent, subject to Development Review Board approval of a maintenance program.

3. The comprehensive sign program may include freestanding directory signs designed as architectural elements identifying businesses and points of interest in accordance with the following:

a. The maximum sign area shall be fifteen (15) square feet.

b. The maximum height shall be seven (7) feet.

4. The comprehensive sign program shall be approved by the city council and the Development Review Board. The city shall coordinate the preparation and submission of the comprehensive sign program. The application shall detail the responsibility for the installation and maintenance of signage and landscaping approved in the comprehensive sign program.

C. No sign identified in this section shall be placed upon real property without the consent of the real property owner, nor shall such sign be placed in any public right-of-way ~~without first securing any required encroachment permit(s).~~

Sec. 8.312. Location requirement.

I. *Obstruction of exits.* No sign shall obstruct any door, window or fire escape of any building.

II. *Traffic hazards.* No sign shall be erected in such a way as to interfere with or to confuse traffic, to present any traffic hazard, or to obstruct the vision of motorists.

The general manager shall require that the sign be placed in a different location or that the sign be set back in order to comply with this requirement.

III. *Construction in public right-of-way.* No sign may be erected or maintained in the public right-of-way ~~unless an encroachment permit has first been obtained for the sign.~~ **DURING CONSTRUCTION EXCEPT TEMPORARY SIGNS AS DEEMED BY THE GOVERNMENTAL ENTITY FOR SAFETY, DIRECTIONAL, OR TRAFFIC MANAGEMENT PURPOSES.**

IV. *Signs on vehicles.* No sign shall be erected or attached to any vehicle except for signs painted directly on the surface of the vehicle unless otherwise permitted by the City Code. The primary use of such vehicles shall be in operation of the business and not advertising or identifying the business premises. The vehicle shall be parked in a designated parking space, but shall not be parked in the right-of-way.

V. NO SIGN SHALL BE PLACED UPON PRIVATE PROPERTY WITHOUT THE CONSENT OF THE PROPERTY OWNER.

Sec. 8.530. SPECIAL DEVELOPMENTS.

Sec. 8.540. Special events and theme amusement parks.

Special events and amusement parks are allowed signs as follows:

I. *General.*

A. Events/activities which will occur on a designated date or during a limited period of time shall be allowed signage to promote the event/activity. The signage will support, promote and/or advertise the event/activity and may contain the names of a specific agency or business that is sponsoring the event/activity. All signs associated with the event/activity are temporary and must be removed by the date specified by the general manager.

B. The organization sponsoring the event/activity shall prepare and submit an application, consisting of a complete list and description of all signs, including directional signs, banners, pennants, flags, balloons, lighting, hot/cold air balloons and other features associated with the event/activity, and proposed times for erecting and removing the signs. The application will be reviewed and approved by the general manager.

1. Names and logos of sponsoring agency(ies) or business(es) shall be limited to twenty (20) percent of the total area of lettering identifying the activity or event.
2. All banners, pennants and flags shall be limited to twenty-four (24) square feet and shall be suspended no higher than thirty-six (36) feet above grade, except that all banners, pennants and flags suspended over roadways or driveways shall be no higher than eighteen (18) feet above grade and maintain a minimum clearance of fourteen (14) feet. Banners are allowed in the downtown area only.
3. All signs, banners, pennants and flags spanning **PRIVATE** walkways must maintain a minimum clearance of seven (7) feet six (6) inches.
4. Searchlights are prohibited except in those cases where allowed in Section 7-602 of the zoning ordinance.
5. Temporary off premise directional signs shall be limited in sign area to six (6) square feet for each sign. The total number and location of such signs shall be approved by the general manager.
- II. *Theme Amusement Park Signs.*
 - A. Major theme amusement parks are theme amusement parks which contain an area of one hundred forty (140) acres or more and are developed according to a master development plan which is approved by the city.
 - B. Minor theme amusement parks shall be any theme amusement park less than one hundred forty (140) acres.
 1. *Monument signs.*
 - a. Such sign shall identify the business.
 - b. The maximum number of such signs per street front shall be one (1) sign.
 - c. The maximum area of such sign shall be twenty-four (24) square feet.
 - d. The maximum height of such sign shall be five (5) feet.
 - e. The maximum vertical dimension of the cabinet or panel shall be four (4) feet.
 - f. The maximum horizontal dimension of the cabinet or panel shall be ten (10) feet.
 - g. Such signs shall be placed within a landscaped setting of not less than two hundred forty (240) square feet.
 2. *Change panel identification signs.*
 - a. Change panel signs shall be available only for major theme amusement parks.
 - b. There may be a change panel identification sign at each major street fronting the theme amusement park as determined by the Development Review Board. Such signs, if any, shall be incorporated as part of your freestanding sign and included in the master sign program.
 - c. The maximum height shall be eighteen (18) feet.
 - d. The maximum sign area shall be seventy-five (75) square feet.
 3. *Traffic directional signs.*
 - a. The maximum number of such signs for each driveway shall be one (1) sign.
 - b. The maximum height of such sign shall be three (3) feet.
 - c. The maximum area of such sign shall be four (4) square feet.

- d. The maximum area of a business name or logo on such sign shall be one (1) square foot.
- e. Where a driveway is shared the maximum area of such sign shall be eight (8) square feet.
- f. Where a driveway is shared the maximum area of a business name or logo shall be two (2) square feet.

III. *Special Event ~~Street~~ Banners.* In addition to the signs permitted in subsection I.B. above, the organization sponsoring the event/activity may prepare and submit an application, at least thirty (30) days prior to an event, to the development services office. The application shall be on a form provided by the city, consisting of a complete list and description of the proposed location of all banners and proposed times for displaying the banners. The applicant shall provide that office all the necessary information to process the application. Incomplete submittal will not be accepted. All banners shall be in good repair, as determined by staff, and shall conform to the specifications set forth herein.

A. *General provisions.*

- 1. The application will be reviewed by the city manager or designee.
- 2. The banners shall identify an event which:
 - A. Is sponsored by a nonprofit organization or identifies an event of general community interest;
 - B. Is open to the general public;
 - C. Is designed to attract community-wide participation; and
 - D. Has obtained all necessary governmental permits.
- 3. If a special event ~~street~~-banner application is denied, it may be appealed pursuant to the appeal process for special event applications established in Section 7.928.
- 4. The sign copy on the banners shall be subject to those portions of the advertising restrictions of Section 16-353(a) of the Scottsdale City Code which do not conflict with this section.
- 5. The fee for either the vertical or the horizontal banner permit shall be established by the city.

B. *Horizontal-~~street banners~~ PUBLIC INFORMATION BANNERS.*

- 1. In those instances where horizontal PUBLIC INFORMATION banners are installed with vertical PUBLIC INFORMATION banners, they shall announce the same event. ~~Scheduling of banners shall be done on a first come first serve basis.~~
- 2. The banner shall not be displayed more than ten (10) consecutive days.
- 3.-The banner shall be constructed of eighteen (18) ounce vinyl. The banner shall be reinforced by folding the edges over and sewing.
- 4. The length of the banner shall not exceed thirty (30) feet. The width of the banner shall not exceed thirty-two (32) inches. The banner shall have eyelets every two (2) feet on top and bottom (horizontal edges), and air vents spaces at four (4) foot intervals.

5. No more than one (1) banner shall be provided by the applicant for each event. If there is no other request for the remaining horizontal street banner location, the event may use both locations. The banner(s) shall be installed by the city at the city approved banner location(s). The banner(s) shall be delivered five (5) working days prior to the scheduled installation date, and picked up on later than three (3) days following the ten (10) consecutive days of banner display at: Scottsdale Corporation Yard/Transportation Maintenance, 9191 East San Salvador, Scottsdale, AZ, 85151.

C. Vertical ~~street~~ PUBLIC INFORMATION banner.

1. The sign copy on the banners shall be limited to the event title and corresponding information and logos. Logos shall be limited to fifty (50) percent of the banner sign area.

2. Banner design shall be limited to a vertical height of eight (8) feet, and a horizontal width of three (3) feet. They shall be constructed of a fabric having sufficient density to allow for printing on both sides. Wind cuts are required to reduce the tendency of a banner to billow or sail.

3. The applicant shall cause the banners to be installed, ~~as set forth in Section 8.540.III.C.6,~~ on the light poles and supported by an upper and lower metal bracket assembly pursuant to installation guidelines provided by development services. The minimum distance to the bottom of the banner from ground level shall be fourteen (14) feet. Vertical banners may only be installed within the downtown couplet, the area bounded by Earll Road to the south, Goldwater Boulevard to the west, Highland Road to the north, ~~and~~ Civic Center Boulevard to the east, ~~and~~ along Frank Lloyd Wright Boulevard from Scottsdale Road on the west to Pima Road on the east, and along McDowell Road.

4. The applicant shall cause the vertical banners **RELATED TO A PUBLIC EVENT** to be removed, ~~as set forth in Section 8.540.III.C.6,~~ within two (2) working days after the event, but in no case shall **VERTICAL** banners **RELATED TO A PUBLIC EVENT** remain on the light poles for more than thirty (30) days. A deposit may be required to insure that the banners are removed in a safe and timely manner.

5. The installation and removal of the banners shall be done by a registered contractor as approved by the state registrar of contractors office. The contractor must provide a certificate of insurance of not less than one million dollars (\$1,000,00.00) naming the City of Scottsdale as an additional insured. Installation shall happen between the hours of 12:00 midnight and 4:00 a.m. to minimize traffic disruption.

Sec. 8.600. TEMPORARY AND SEMI-PERMANENT SIGNS ALLOWED.

A. *Temporary signs:*

1. Temporary signs, which by the nature of their construction, placement and material are impermanent and prone to create problems of litter and blight, must be removed within one hundred twenty (120) days of placement.
2. Temporary signs shall be marked by a sticker furnished by the city and shall include the date it was erected, and the person responsible for placement and removal.
3. Any temporary sign that does not include the required information or remains beyond the allowed one hundred twenty (120) days shall be subject to removal by the city.
4. ~~Temporary signs may be located in the right-of-way on an encroachment permit basis in conformance with Section 8.312 above and Section 47-101 of the Scottsdale Revised Code.~~

B. *Semi-permanent signs:* Semi-permanent signs, which by the nature of their construction are less prone to create problems of litter and deterioration than temporary signs but more than permanent signs, shall be allowed to remain in place as described in Sections 8.601, 8.602, 8.603, 8.604, 8.605, 8.606, 8.609, 8.610, 8.611, 8.612, 8.613, and 8.615.

Sec. 8.607. Political signs.

- A. Political signs shall be temporary signs that are limited to a period of one-hundred twenty days. The maximum area of such sign shall be sixteen (16) square feet. If placed behind a dedicated scenic corridor easement, such sign shall not exceed thirty-two (32) square feet.
- B. The maximum height of such sign shall be ten (10) feet.
- C. The person, party, or parties responsible for the erection or distribution of any political signs shall submit to the city a map showing all sign locations along with contact information of the party or parties who shall be jointly and severally liable for their removal.
- D. No sign permit shall be required for such sign. ~~An encroachment permit shall be required pursuant to Section 8.312.III and Section 47-101 of the Scottsdale Revised Code for political signs placed in the right-of-way.~~

Citizen Review Plan: Political Signs Text Amendment

- 1. Which residents, property owners, homeowners associations, interested parties, political jurisdictions and public agencies may be affected by the application:**

Residents throughout the community. A case fact sheet was developed and posted on the city's web site, the Scottsdale Realtors Association, and the business community.
- 2. How those potentially affected by an application will be notified that an application has been made:**
 - Initiation at Planning Commission public hearing –[Case # 6-TA-2004 – posting and notification](#)
 - Notice to Development Community contacts
 - Electronic notice sent to all contacts on Neighborhood Notification list
 - Information included in Development Focus Update (mailed to approximately 1,179 community representatives that are interested in planning/development info.)
 - Article in Scottsdale section of the Arizona Republic and in the Tribune
 - Community Input Meeting on Thursday, Oct. 29, 2004
 - Fact sheet on city website
 - Media briefings
- 3. How those potentially affected by an application will be informed of the substance of the proposed application:**
 - Fact sheet on city website
 - Development Update
 - Community Development Contacts list
 - Staff scheduled a meeting with representatives from the Scottsdale Realtors Association
- 4. How those potentially affected by an application will be given an opportunity to discuss the application with the applicant and express their issues or concerns prior to the first public meeting:**
 - Oct. 29 – community input open house
 - 11 People attended the open house (input included with staff report)
 - E-mail or phone to staff contact – Richard Goecke, Principal Planner
- 5. The applicants schedule for completing the citizen review process:**
 - October – development update; e-mail distribution to development community contacts; electronic notice to Neighborhood Notification data base
 - October 29 – Community Input Open House
 - Nov. 10 – Planning Commission review (tentative)
 - December – City Council review (tentative)
- 6. The method(s) by which the applicant will keep the City staff informed on the status of the citizen participation efforts.**

11/8/04

Not applicable, city initiated rezoning

Goecke, Richard

From: jprsh [jprsh@cox.net]
Sent: Saturday, October 30, 2004 12:42 PM
To: RGoecke@ScottsdaleAZ.gov
Cc: City Council; Manross, Mary; Dolan, Jan; dmccclay@scottsdaleaz.gov
Subject: Re: Sign Ordinance Text Amendment 6-TA-2004

To: Mayor Manross, City Council and Planning Commission Members, Richard Goecke and Randy Grant, Planners

Re: Community Open House Meeting of October 27th, on text amendment - political signs.

Having attended the meeting and in response to the public discussion on the above matter, we strongly support the implementation of a rewrite of Article VIII on political signage. If we want Scottsdale to be even more unique than we currently are we have to constantly improve and be aware of our image and not detract from it with the blight of political signage.

The visual blight caused by the vast array of political signs clustered along major street right-of-ways and intersections is simply unacceptable, unsightly and unsafe. The currently allowed placement and multiplicity of arrayed signs blocks visually and creates traffic hazards and clearly detracts from the attractiveness of Scottsdale.

We, as a city, must be willing to make a firm and farsighted commitment in order to rid our community of this blight on public right-of-way property, just as the late Mayor Herb Drinkwater and the then city council had the courage and foresight to ban unsightly billboard signs. Thus, it is now up to our current city officials to amend or create an entirely new zoning ordinance to address and correct the political sign chaos now rampant along our streets.*

We offer below what we believe are some possible Guideline Ideas for your consideration in addressing this problem.

1. No signage to be permitted on public right of way throughout the City of Scottsdale, except the permanent, poll mounted, public city directional and information signs.
2. Restrict all political and issue signs to a maximum of 30" X 30". Restrict the placement of such signs, to no more than one per candidate or issue, per location on adjacent private property.
3. Establish the length of time of placement to a maximum of 8 weeks prior to candidate or issue elections and require that all signs be removed within 48 hours after election day.
4. Establish and enforce substantial fines for any candidate or issue sign that does not follow the ordinance.
5. Empower Police and Code Enforcement Officers to take immediate affirmative action to remove on sight violations of the ordinance from public property and to enforce a 24 hour removal from private property for signs in violation of the ordinance.

We believe that none of the above constitutes a violation of individual "free speech" rights, as every issue and candidate would have to follow the same rules.

We encourage the City Council, Planning Commission, and other city officials to take immediate positive action on this issue. It is important that we as a City, and a vacation destination are among those few courageous and forward thinking cities that have that have enacted and enforced similar sign ordinances.**

Respectfully submitted
 Corners; McDonald@, Hayden &/Granite Reef, Miller & Indian School
 Rita Saunders-Hawranek, President
 Front McDonald/ Miller -east
 Camelback Mountain View Estates, Scottsdale, Az.
 Paul F. Reich,
 Citizen
 Montecito-CA. Edina,MN.
 Scottsdale, Az.
 AZ.

*Sign Blight

Hayden at Chaparral-Street

**Cities:PaloAlto,MenloPark,San Jose,

Paradise Valley,

ATTACHMENT #4

11/01/2004

BILL SODERQUIST
7302 East Joshua Tree Lane
Scottsdale, Arizona 85250
951-3254

Richard Goecke
Principal planner
City of Scottsdale

Rich, Thanks for having the meeting on political signs. I believe that it was fruitful.

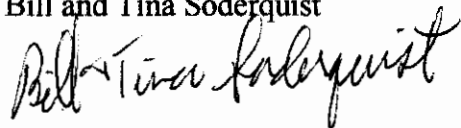
There was a discussion regarding punitive actions. I feel that it is mandatory that some kind of a fining system be part of a resolution.

There needs to be some size control for signs on private property. This might already be handled in an ordinance.

Some of us have worked to hard and long to have an effective sign ordinance for it to be flaunted by a minority group that is self-serving. I believe that the sign ordinance has been the most beneficial action that over the years has made a tremendous impact on the aesthetics of our city,

I do not believe that our city should cry poor mouth when it comes time to enforce. I believe that the citizens would feel very strongly that this is a very serious problem that needs to be corrected properly

Bill and Tina Soderquist

A handwritten signature in black ink, appearing to read "Bill & Tina Soderquist", written in a cursive style.

Cc: Planning Commission
Mayor and City Council

NOV - 2 2004